



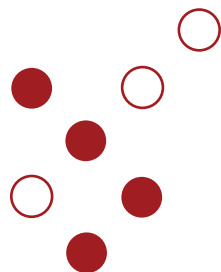
SNL Kagan

CABLE MSO SUMMIT

WEDNESDAY, NOVEMBER 18, 2010

Sentry Center Midtown East
New York City

Surviving and Thriving in a Competitive
Multichannel Landscape



CABLE MSO SUMMIT

NOVEMBER 18, 2010 | NEW YORK CITY

The challenges facing cable MSOs and other multichannel operators today are unprecedented. Cable, telco video and DBS operators face competition not only from each other, but also from internet video distributors and wireless start-ups. Although capital intensity is falling, diversified revenues from video, voice and data continue to grow, with total cable revenue predicted to exceed \$100 billion by 2012.

So, what does the future hold and how can you prepare? **The SNL Kagan Cable MSO Summit** brings top multichannel executives, financiers and technology providers together to discuss key trends, metrics and strategies for meeting the challenges, including...

- What strategies are working in the battle for the basic sub?
- What are the most important growth areas for cable operators?
- What are cable assets worth and how active is the deal market?
- Why are cable network margins going up while MSO margins on video continue to shrink?
- How might content offerings change in the future?
- Will TV Everywhere provide an antidote to over-the-top-substitution?
- Which new advertising revenue streams hold the most promise?

We look forward to having you join us.

Robin Flynn

Associate Director



THIS PROGRAM IS DESIGNED FOR:

- Senior MSO and multichannel executives concerned with strategy, finance and development
- Content and cable network executives
- Investment banking directors, private equity professionals, portfolio managers and buy-side analysts
- Senior development executives at technology providers

SPEAKERS AND PANELISTS

Derek Baine

Senior Analyst and
Associate Director
SNL Kagan

Patrick Baldwin

Senior VP, Affiliate Sales and
Corporate Development
Retirement Living TV

Blake Battaglia

Principal
ABRY Partners

Mark Bernier

Managing Director
GE Capital

Jeffrey A. Brandon

Managing Director
Waller Capital Partners

Ben Colabrese

Vice President,
Corporate Development
Rogers Communications, Inc.

Anthony DiClemente

Analyst
Barclays Capital

Macelon D'Sa

Senior VP, Ad Revenue
Planning and Analysis
Discovery Communications, Inc.

Michael Finn

Vice President of Advertising Sales
DISH Network

Robin Flynn

Senior Analyst and
Associate Director
SNL Kagan

Joan Gillman

Executive VP,
President of Media Sales
Time Warner Cable, Inc.

Edward T. Holleran, Jr.

President and COO
Atlantic Broadband, Inc.

Sam Howe

Executive VP and CMO
Time Warner Cable

Patrick Knorr

CEO
Knorr Solutions

William Lake

Chief, Media Bureau
FCC

Earle MacKenzie

Executive VP and COO
Shentel

Kyle McSarrow

President and CEO
NCTA

Craig Moffett

Senior Analyst
Sanford C. Bernstein and Co., Inc.

Ian Olgeirson

Senior Analyst
SNL Kagan

Mark Piesanen

Director of Strategic Partner
Development - Television
Google

David Porter

Vice President,
Marketing and New Media
Cox Communications, Inc.

Sean Riley

Senior VP, Affiliate Sales and Marketing
Fox Networks

Marci Ryvicker

Director
Wells Fargo Securities, LLC

Michael Schwimmer

CEO, SiTV

Thomas C. Uger

Managing Director
Kohlberg Kravis Roberts & Co.

Michael Willner

Vice Chairman and CEO
Insight Communications

Additional speakers to be announced.

NOVEMBER 18, 2010

Registration and continental breakfast open at 7:30 AM

9:00 AM OPENING REMARKS

9:15 AM KEYNOTE ADDRESS

Kyle McSlarrow, President & CEO, NCTA

9:45 AM FCC ADDRESS: OUTLOOK FOR THE FUTURE

William Lake, Chief, Media Bureau, FCC

10:15 AM RANKING RISK AND OPPORTUNITIES FOR CABLE MSOS

- What are the most fertile opportunities for revenue and ARPU growth?
- What role is the economy playing in recent subscriber growth trends?
- How can companies win back basic subs?
- How are MSOs winning the battle for market share (broadband, etc.)?
- What are the regulatory risks in pricing and retransmission fees?
- What are the technology opportunities and threats with voice, wireless, HD, 3D and DVR?
- What is the potential of commercial service, cellular back-haul, advanced advertising and other revenue streams?

11:30 AM REFRESHMENT BREAK

11:45 AM CABLE DEALS AND VALUATIONS

- How long will the active deal market continue?
- How are cable systems and MSOs being valued? What are the multiples and VPS levels in the private and public markets?
- What is driving deals, who is buying, and how many more mid-sized MSOs will go on the block?
- What sort of return are private equity firms targeting?
- The availability of debt and equity; pricing and leverage multiples
- Will telcos become more aggressive acquirers of assets?

1:00 PM LUNCHEON

2:15 PM THE CHANGING ECONOMICS OF BASIC CABLE AND REGIONAL SPORTS NETWORKS

- How will new measurement services impact the way ad sales are generated for cable? Can the Nielsen monopoly finally be broken?
- Enhanced ads: a better concept for monetizing local ad inventory?
- Will new audience measurement services allow smaller channels to monetize ad inventory more effectively?
- Does every league/group need its own channel?
- Current valuation benchmarks for cable networks; the M&A outlook
- How will cable networks increase program spending post-recession?

3:30 PM REFRESHMENT BREAK

3:45 PM TAPPING NEW ADVERTISING MODELS

- How are providers preparing to capitalize on enhanced ad models?
- What strategies have the most near-term momentum?
- What is the revenue opportunity for RFI, targeting, dynamic ad insertion, etc?
- How quickly can dynamic DVR or VOD advertising make an impact?
- What is the role of standards? Will EBIF gain greater cross-platform appeal?
- TV Everywhere: Can it mitigate the threat from internet advertising?

5:00 PM COCKTAIL RECEPTION

THE ESSENTIALS

WHEN November 18, 2010

WHERE Sentry Center Midtown East
730 Third Avenue
(between 45th and 46th streets)
New York City

HOW Online: www.snlfcenter.com/KaganMSO
By phone: (434) 951-7786

PRICING \$995 Discounts available for groups of three or more.

Your registration includes all conference materials, plus continental breakfast, buffet lunch, refreshment breaks and cocktail reception.

Although lodging is not provided as part of this program, a list of hotels convenient to the venue can be found on the "Location" page of the program website: www.snlfcenter.com/KaganMSO

CANCELLATIONS

- By **Thursday, October 7**: Full refund, less a \$150 administrative fee.
- By **Friday, November 12**: Full credit (less a \$150 administrative fee) towards attending another SNL CFE program within 13 months.
- After **Friday, November 12**: Not eligible for refund or credit.

Attendee substitutions from the same company are welcome at any time.

For more information regarding our refund, complaint and program cancellation policy, please call us at (434) 951-7786.

CONTINUING EDUCATION CREDITS

CFA Institute

4 hours of Professional Development credit

National Association of State Boards of Accountancy

6 hours of CPE Credit

Complete details are available at www.snlfcenter.com/KaganMSO

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An affiliate of SNL Financial, SNL CFE is a leading developer and producer of conferences and seminars for professionals who focus on the media, banking, insurance, energy and real estate sectors. Website: www.snlfcenter.com.

ABOUT SNL KAGAN

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